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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/902,144	07/10/2001	Scan Michael Kane	8633	5453
27752	7590	08/22/2007	EXAMINER	
THE PROCTER & GAMBLE COMPANY			JEANTY, ROMAIN	
INTELLECTUAL PROPERTY DIVISION - WEST BLDG.			ART UNIT	PAPER NUMBER
WINTON HILL BUSINESS CENTER - BOX 412			3623	
6250 CENTER HILL AVENUE			MAIL DATE	
CINCINNATI, OH 45224			08/22/2007	
			DELIVERY MODE	
			PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	09/902,144	KANE ET AL.
	Examiner	Art Unit
	Romain Jeanty	3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 16 August 2007.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1,6,16,23 and 25-27 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1, 6, 16, 23, 25-27 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date
4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____ .
5) Notice of Informal Patent Application
6) Other:

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on August 9, 2007 has been entered. Claims 1, 6, 16, 23, 25-27 are pending in the application

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

3. Claims 1, 6, 16, 23 and 25-27 are rejected under 35 USC 102(a) as being anticipated by Campo (The impact of location factors on the attractiveness and optimal space shares of product categories).

Regarding claim 1, 6, 16 and 23, Campo discloses:

- (i) receiving factor data associated with the product (Note section 2.1);
- (ii) receiving factor data associated with the product category, wherein the factor data associated with a product category comprises product category sales (Note section 2.1);
- (iii) receiving hypothetical sets of shelf space size set for the product (Note section 2.1);

(iv) identifying the shelf space size set for the product, among the hypothetical sets of shelf space size set data, by mathematically optimizing for the product category sales based upon said factor data associated with the product and said factor data associated with the product category (Note sections 2.1, 2.2 and 3.1.2).

Regarding claim 25-27, Campo discloses::

(i) receiving factor data associated with the product category at a retail store comprising financial data (Note section 2.1);

(ii) receiving factor data associated with the product categories at the retail store, wherein the factor data associated with the plurality of product category comprises sales for the plurality of product category (Note section 2.1);

(iii) receiving hypothetical sets of shelf space size set for the product categories (Note section 2.1);

(iv) identifying the shelf space size set for the product category, among the hypothetical sets of shelf space size set data, by mathematically optimizing for the sales of the plurality of product category sales based upon said factor data associated with the product categories and said factor data associated with the product category (Note sections 2.1, 2.2 and 3.1.2)

Conclusion

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

a. Usrey (US Patent No. 6,366,890), discloses a retail store which optimizes its assortment selection and increase its profits and sales. The present invention supports the optimization of a retail product selection in a computerized system for categorizing products in inventory, determining market demand for products in the market, and optimizing the variety of products in inventory based upon retail sales data for a geographic region and a chain of stores. With the present method and system, a significant amount of retail sales data is manipulated into an easy to understand format for product category management and variety optimization.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am to 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

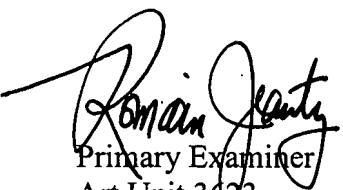
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Romain Jeanty

Application/Control Number: 09/902,144

Art Unit: 3623

Page 5


Romain J. Danty
Primary Examiner
Art Unit 3623
August 17, 2007